

From: [Uden-Holman, Tanya M](#)
To: [Kregel, Kevin C](#)
Subject: FW: Media Support for the Center for Intellectual Freedom
Date: Friday, November 21, 2025 2:34:02 PM
Attachments: [image001.png](#)
[image002.png](#)

From: De Castro Filho, Luciano I <luciano-decastro@uiowa.edu>
Sent: Friday, November 21, 2025 2:33 PM
To: Beck, Jeneane M <jeneane-beck@uiowa.edu>; Beckett, Andrew <andrew-beckett@uiowa.edu>; Matthes, Peter S <peter-matthes@uiowa.edu>
Cc: Sawyer, Collin M <collin-sawyer@uiowa.edu>; Uden-Holman, Tanya M <tanya-uden-holman@uiowa.edu>
Subject: RE: Media Support for the Center for Intellectual Freedom

Dear Jeneane,

Thank you for your willingness to help u!

I'd like us to produce three short, high-quality videos for the Center for Intellectual Freedom before the end of the year. The goal is to have them ready for the website and social channels so incoming and current students can quickly understand who we are and what we're launching.

The three videos would be:

1. Institutional video (2–3 minutes)
Explains why the Center was created, its mission, and the core problems it exists to solve.
2. Advisory Council spotlight (2–3 minutes)
Brief introduction to the Council and short highlights of a few key members (names and short bios will be provided).
3. Spring 2026 courses preview (2–3 minutes)
Overview of our first two courses: titles, instructors, what students will learn, and why these courses matter.

I'd like these completed and edited by mid-to-late December if possible (happy to discuss realistic timelines with you and the team).

We can plan additional videos (student testimonials, event recaps, etc.) for Spring semester once these foundational ones are done.

Let me know your availability and any initial thoughts or questions. I can provide scripts, talking points, and branding guidelines as soon as you're ready to start.

Thank you!

Luciano

Luciano I. de Castro

Professor of Economics and Interim Director
Center for Intellectual Freedom
Calvin Hall 116C
2 West Jefferson St., Iowa City, IA 52245
Office : 1-319-467-1334

Center's website: <https://intellectualfreedom.center.uiowa.edu/>

Personal webpage: <https://castroluciano.com/>

The logo for the University of Iowa, featuring the word "IOWA" in a bold, yellow, sans-serif font.

From: Beck, Jeneane M <jeneane-beck@uiowa.edu>

Sent: Friday, November 21, 2025 1:37 PM

To: Beckett, Andrew <andrew-beckett@uiowa.edu>; Matthes, Peter S <peter-matthes@uiowa.edu>

Cc: Sawyer, Collin M <collin-sawyer@uiowa.edu>; De Castro Filho, Luciano I <luciano-decastro@uiowa.edu>; Uden-Holman, Tanya M <tanya-uden-holman@uiowa.edu>

Subject: RE: Media Support for the Center for Intellectual Freedom

Hi Andrew,

Thank you for making the connection. We would be happy to meet with Dr. de Castro to learn more about their request.

- Jeneane

—

Jeneane Beck (she/her/hers)

Assistant Vice President for External Relations
Office of Strategic Communication
300 Plaza Centre One, Iowa City, Iowa 52242
Office: 319-384-0005, Mobile: 515-971-2563
osc.uiowa.edu



From: Beckett, Andrew <andrew-beckett@uiowa.edu>
Sent: Tuesday, November 18, 2025 10:39 AM
To: Matthes, Peter S <peter-matthes@uiowa.edu>; Beck, Jeneane M <jeneane-beck@uiowa.edu>
Cc: Sawyer, Collin M <collin-sawyer@uiowa.edu>; De Castro Filho, Luciano I <luciano-decastro@uiowa.edu>; Uden-Holman, Tanya M <tanya-uden-holman@uiowa.edu>
Subject: Media Support for the Center for Intellectual Freedom

Pete and Jeneane,

Collin, Luciano, and I briefly met this morning. The Center for Intellectual Freedom would like to produce several videos for their website. If Strategic Communications has the bandwidth to assist, I think it would be better for them to work with you versus the Media Team in Calvin.

Collin mentioned that he would reach out to you to discuss the next steps.

Sincerely,

Andrew

Andrew Beckett, PhD

Associate Dean, University College

The University of Iowa